

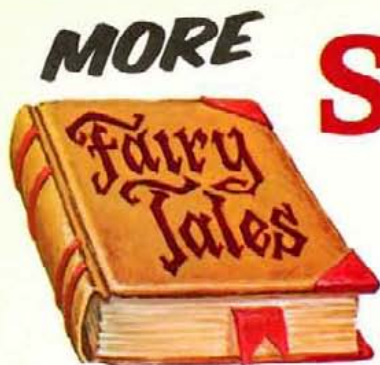
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SCENES WE'D LIKE TO SEE

(THE PRINCESS IN THE TOWER)



WRITER: DON EDWING

ARTIST: PAUL COKER, JR.

MAD

"A watched pot never boils . . . but, then, neither do the contents burn!"
—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

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JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, JANET SERPICO,

DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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Yep, this ad... offering full-color
portraits of Alfred E. Neuman, MAD's
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puppies or lining bird cages... is
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9, \$3.15 for 27, \$6.35 for 81 to MAD,
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LETTERS DEPT.



ROLLERBRAWL

Angelo Torres drew some smooth transi-
tions from the "Rollerbrawl" arena to
the Corporation headquarters and the
Computer center. His James Caan atti-
tudes are excellent, too.

Lars Carter
Fremont, Calif.

Stan Hart always dissects a screenplay
like a deft surgeon... with the vigor of a
muleskinner!

Thomas Atkins
Editor: The Film Journal
Hollins, Va.

I felt rollerskates down my spine!

Davey Stalland
Minneapolis, Minn.

Hart and Torres are good skates with a
scoring punch!

Casey Hilton
Brewerton, N.Y.

Your version of "Rollerball" was a
rolling success!

Bob Personett
Hometown, Ill.

THE COCKROACH TERROR

"The Cockroach," by Sergio Aragonés,
made my skin crawl! So I sprayed it with
RAID. Not my skin, the page.

Nora Norment
Baton Rouge, La.

NEUMAN UNIVERSITY CATALOGUE

After reading "The Alfred E. Neuman
University Competitive Hard-Sell 1976
Catalogue," I'm glad I quit high school.

Lawrence J. Joffe
Long Beach, N.Y.

Please send admission applications to
"Alfred E. Neuman University," together
with all the prizes I've probably won for
indicating my interest.

Ralph Goddard, Jr.
Cleveland, Ohio

Isn't that a photo of the "Supremes" on
the cover of the "A.E.N. Catalogue"? I've
heard of country club schools before, but
none with renowned singing groups as
Faculty Advisers.

Jim Cummings
Newton, Mass.

GETTING COLD FEET?

It has been shown that cold weather
causes a decrease in the crime rate. The
muggers who do venture out get frozen
assets.

Calvin Lesser
Venice, Calif.

MAD'S FIRST READER SURVEY

"MAD's First... And Probably Last...
Reader Survey," by Dick De Bartolo, is
the put-on and fake-out of the MAD
decade!

Kevin Chianta
Piscataway, N.J.

Your "Reader Survey" is designed to
do what your magazine is already doing
to us... ripping us off!

Val A. Balagor
Hacienda Heights, Calif.

I was reading your "Reader Survey"
and it occurred to me that you insult your
readers too much. Fortunately, I'm your
only non-stupid reader!

John Harrison
Clinton, N.J.

My hobbies are fossil collecting and
burning MAD mags. What kind of lock
do I have on my door? Ineffective.

Marjorie Ann Hayes
Beaver, Wash.

Regarding your darling "Reader Sur-
vey," I keep my money in the following
banks: Cookie Jar of America, Sugar Bowl
National, and Mattress Guarantee & Loan.
As for the lock on my door, it can be
jiggled by any sturdy hairpin, if you're
not afraid of attack dogs!

Toni Eden
Atascadero, Calif.

For De Bartolo's information, I keep
all my money in a copy of MAD. No one
would think to look there!

Lyra Halprin
Yuba City, Calif.

In your "Survey" you asked how I first
heard about MAD Magazine. Through an
enemy, of course!

Thomas Stroud
Deer Park, N.Y.

I was introduced to your magazine
through the former resident of the house.
He left some torn up copies in our oval
room.

G. R. Ford
Washington, D.C.

Dick De Bartolo is lord of all he
surveys!

Yoli Stassinopoulos
Potomac, Md.

DON MARTIN'S SMOKE SIGNALS

Martin's "In the Black Hills..." was
much too talky!

Gail Lamar
Miami Shores, Fla.

Don Martin's smoke signals actually
read: Can give you a good buy on a
slightly used buffalo robe; worn only on
Sundays by a little old Fort Apache
schoolmarm.

Rick Stenmark
Clear Lake, S.D.

Martin doesn't know his "flif" from his
"floo!"

Mary Lou Bryant
Raleigh, N.C.

MAN'S INHUMANITY TO NATURE

In light of the unfortunate fact that our lovely state of Colorado is rapidly being ravaged and ruined by money-mad growth maniacs, developers, business, industry, Chambers of Commerce, environmental exploiters and polluters of all kinds, I greatly appreciate and identify with the suffering and frustration expressed in your excellent "Ecchology Department" presentations. Keep 'em coming! Perhaps they'll quicken some consciences.

Norma Rae Johnson
Pagosa Springs, Colo.

MINGO'S BICENTENNIAL YEAR COVER

For his Bicentennial Year cover, Norman Mingo altered the original Stuart painting with great charm, wit and artistic restraint.

Frank Judge
Worcester, Mass.

I remember a print of that portrait hanging in my old grammar school. It was the only friendly face in the Principal's Office.

Jim Bayone
Cedartown, Ga.

When Norman Mingo crossed a country squire with a village idiot, he got a squidiot.

Vince Kane
Edmonds, Wash.

ARAGONES PUT IN HIS PLACE

Sergio Aragonés should draw his Marginals big and on full pages and all the MAD articles should be in the margins!

Fred Holtz
Rockville Centre, N.Y.

CITY PLIGHTS ILLUMINATING

Your "HELP!" skyline is a master switch!

Joe Albanese
Utica, N.Y.

"City Plights" was a very bright idea.

Richard Freedman
Willowdale, Ont.,
Canada

"City Plights" had a Beaming reality to it and really Carey-ed the message home!

Vince Garofalo
Van Nuys, Calif.

Your "HELP!" threw a lot of light on the subject. Mainly, for both inhabitants and visitors, New York City has fast become Shun City.

Cindy Millman
Butler, N.J.

How did you synchronize all those cleaning ladies to "switch off" and "switch on" in the proper alignment of office windows...?

Rob Hamilton
San Antonio, Texas

Please Address All Correspondence To:
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- ☐ Son of MAD
- ☐ The Organization MAD
- ☐ Like MAD
- ☐ The Ides of MAD
- ☐ Fighting MAD
- ☐ The MAD Frontier
- ☐ MAD in Orbit
- ☐ The Voodoo MAD
- ☐ Greasy MAD Stuff
- ☐ Three Ring MAD
- ☐ Self-Made MAD
- ☐ The MAD Sampler
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- ☐ The Indigestible MAD
- ☐ Burning MAD
- ☐ Good 'n' MAD
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- ☐ SPY vs. SPY Follow Up File
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- ☐ MAD Word Power
- ☐ The MAD Jumble Book
- ☐ Politically MAD
- ☐ MAD Cradle to Grave Primer
- ☐ MAD's Turned-On Zoo
- ☐ Clods' Letters To MAD

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WITHDRAWAL SIMPLETONS DEPT.

For a while there, we were being treated to a rash of bank robbery films in which the criminals were clever, their plans ingenious and the execution brilliant. However, we are now threatened with a new, sickening trend in bank robbery films... inspired by the success of this latest farce... in which the criminals are IDIOTS who get themselves all loused up one hot

DUM-DUM

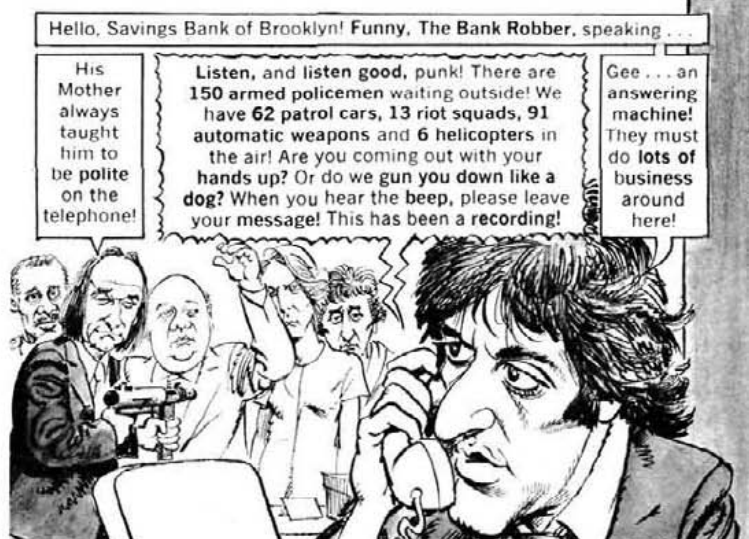
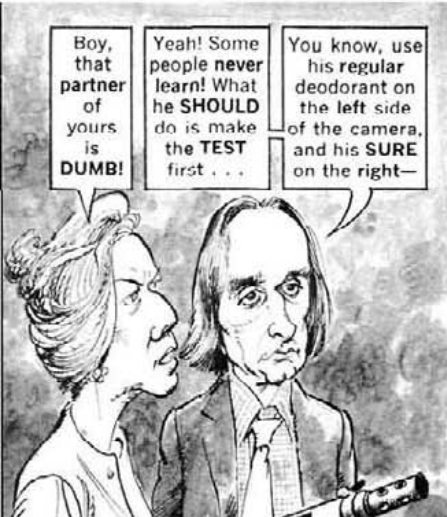


M AFTERNOON

ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL





This is Detective Sgt. Confetti speaking! Why don't one of you guys come out in the street and we'll talk? I can promise you ... you won't get hurt!

Sap! Look what's goin' ON out there!

I don't notice anything unusual! To me, it looks like any average hot, lazy Summer afternoon in New York City!



ZIP!
BLAM!
BLAM!
POW
CRACK!
RAT-A-TAT-TAT
VIP! PING!
SPLAT!

Are you crazy?! Didn't you see this white hankerchief?! You promised me I wouldn't get hurt!

Yeah... but I didn't say we wouldn't shoot! You KNOW what rotten shots New York Cops are!



You dumb idiots! I KNOW I'm a bank robber and you hate my guts! But what if I'd brought some innocent hostages out here with me?!

THEM... we would have KILLED!!

Okay, men! Hold your fire!



Now, let's negotiate! What do you want for the guaranteed safety of your hostages?

Here are my terms! In one hour, I want a private jet with a piano lounge and a built-in suana bath to fly us out of the country! And while we're waiting, I want three plain McDonald quarter pounders, four burgers with mustard only, and two burgers with lettuce—hold the ketchup!

Are you crazy?? You KNOW I can't get you that in an hour!

Okay, change that to a private jet with piano lounge and built-in suana, and nine Big Macs!

You got yourself a deal!



The Cop agreed to my demands, but as an act of faith, I give him a hostage! Okay, who's the most useless one here?

No, ME! I got diabetes!

ME...! ME...! I got brain damage!

Send ME... gasp! ... I got asthma!

You're my PARTNER, Sap, not a hostage! And stop putting yourself down! After all, wasn't it your idea to hit this bank? And didn't you case the joint? And didn't you plan the whole...?

You got a white handkerchief—or do you want to borrow mine?



Can you imagine what they would do to that guy if he was a BANK ROBBER?!

That's right, Sap! Aren't you glad I sent out the Bank GUARD?!

Hah! They call themselves Americans! When was the last time you heard a crowd cheer like this while ten White cops beat up on a Black guy?

Last night in Harlem—when ten Black guys beat up on a White cop!



If you ever try to pull that stuff on ME, my partner in there is gonna start throwing out bodies, Confetti!

We thought he was one of YOU, Funny! I'm sorry! Believe me, all of us out here are decent New Yorkers! We're not interested in exploiting human suffering!

Peanuts... popcorn... programs! You can't identify the bodies of the hostages without a program!

Bets! Place your bets! I'm layin' 10 to 1 the fat Bank Manager gets it in the gut first! You want 10 to 1, Lady?

How cold-blooded can you be?! The fat Bank Manager happens to be my Husband!

Okay! Okay! For YOU, it's 20 to 1...! You're ON!!

Funny, here's the chow you ordered! Man, is this a big moment for me! Just think! A real live bank robber in our neighborhood! Wait!! I tell my brothers! They never met a bank robber before!

No kidding? Well, I'd sure like to meet one of your brothers some day!

Which one...? The junkie... or the murderer???



This should take care of the bill...

Money! Money! I want some of that money!

Don't touch that money, my son! It's not yours! It belongs to the BANK! They invest it in worthwhile things... like new slums, dirty movies, bonds to keep New York alive... Hmmm...

Money! Money! I want some of that money!

An' here's a little extra for the crowd!



Sap, I just learned me a lesson! Never throw money to a crowd when there are cops around!

No, TOO FAST!! They pocketed 90% of it!

Soon, Sap! Soon! But first, I got a visitor comin'...

Where's that jet they promised us, Fun? We gotta get outta here!

Cops are too honest???



Who's in the car!

I'm dyin' to get a look at the kind of a Wife a guy like Funny would be married to!

Funny demanded to see his Wife!

Hello, Funny darling...

Hi, Leo sweetie! I missed you...

That's his WIFE?! I don't believe it! How could he marry HIM???

Yeah!! He's so much TALLER than Funny! An' he looks JEWISH!

Then again, YOU'RE Jewish—and somehow WE'VE adjusted, Dougie!

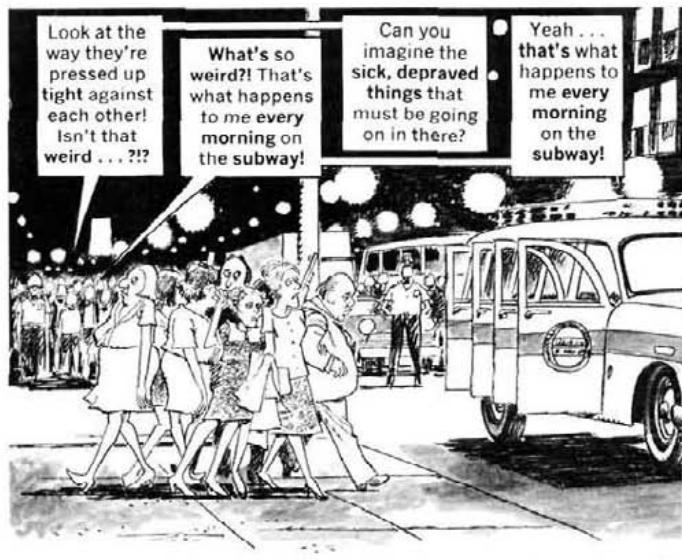


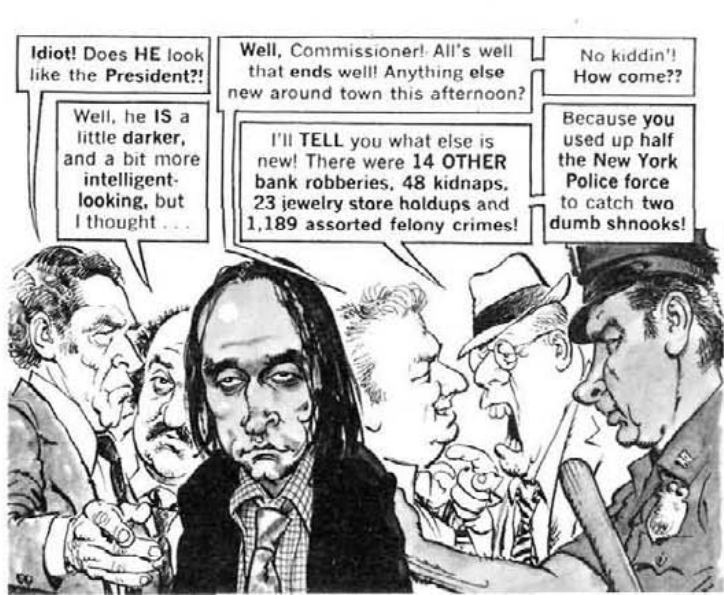
Leo! Baby! You don't look very good!

How do you EXPECT me to look?? I'm living on sleeping pills! I wound up in a hospital! And I'm cracking up! I've got to have that sex operation! I've got to be changed into a man!

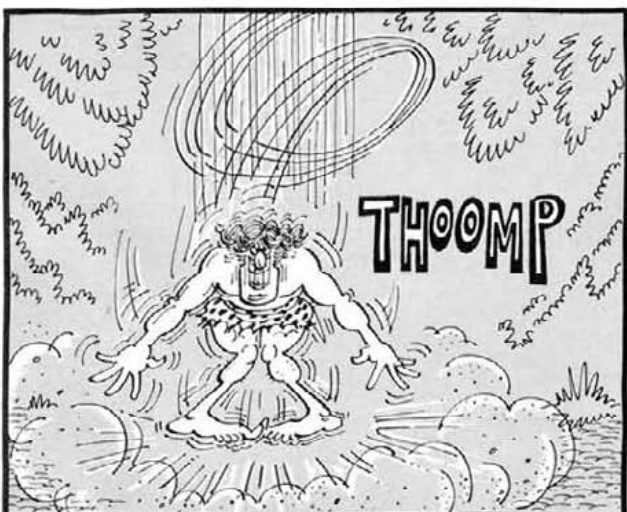
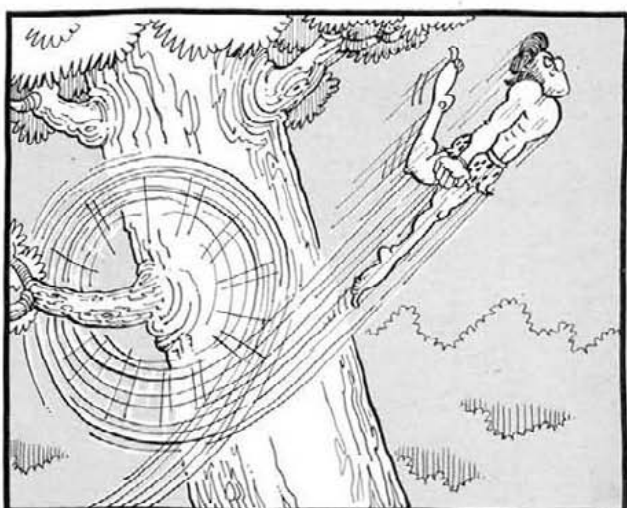
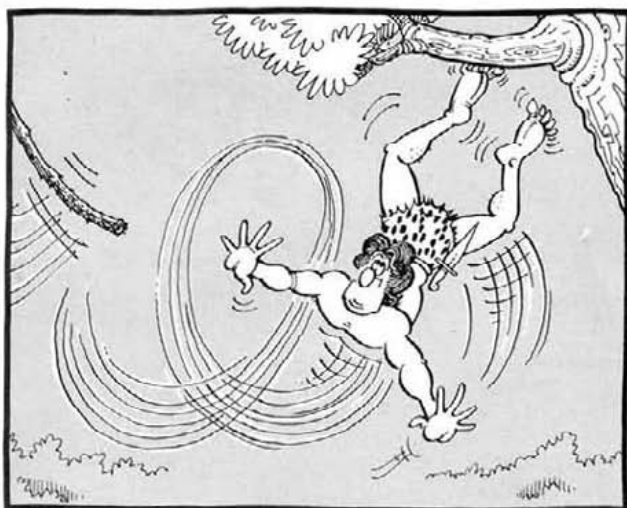
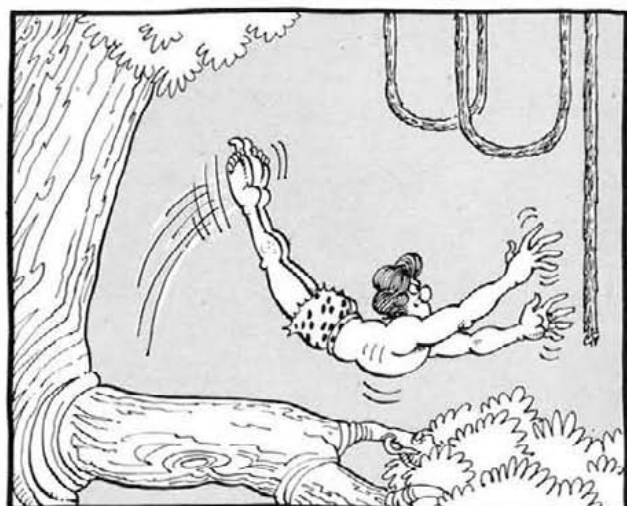
You mean a woman! ANYTHING!!







ONE SUMMER DAY IN THE JUNGLE



A MAD LOOK AT...

BURPS

ADAM AND EVE



SIR ISAAC NEWTON



LUCREZIA BORGIA

ARTIST: BOB CLARKE





THROUGH HISTORY

GEORGE WASHINGTON



HENRY VIII



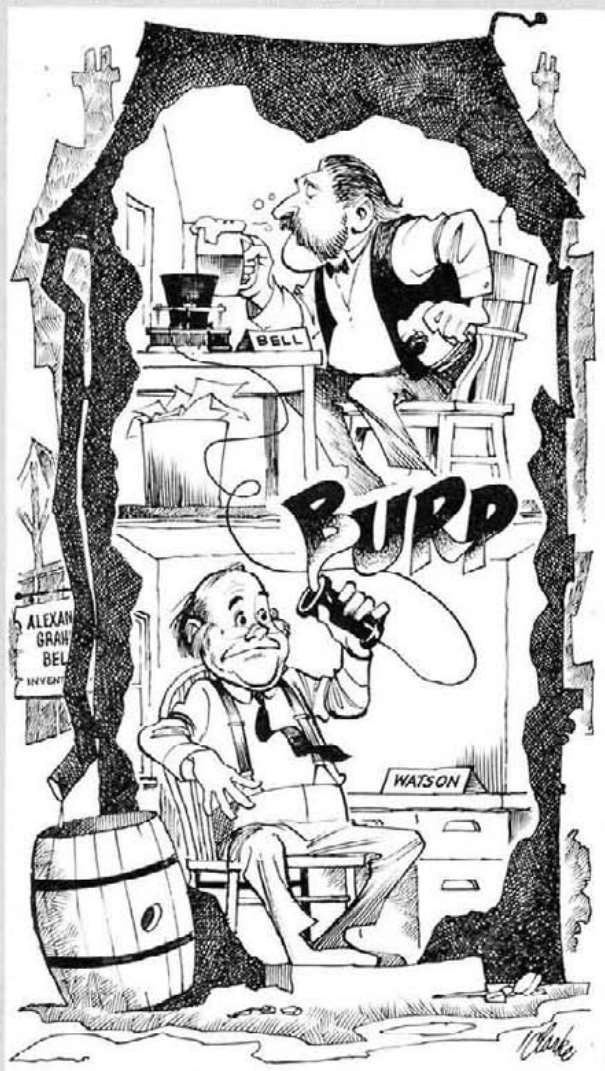
WRITER: PAUL PETER PORGES



NAPOLEON



ALEXANDER GRAHAM BELL



ANCIENT POMPEII



GRINDING THEIR ACTS DEPT.

Tonight... live... from the fabulous **Men's Public Toilet**, located in the sensational basement of the spectacular **Kennedy Center For The Performing Arts**, here in beautiful downtown **Washington, D.C.**, we bring you **The First Annual Presentation Ceremonies of...**

MAD'S ACADEMY AWARDS FOR PUBLIC SERVANTS

Yes, folks... all of the "greats" and "near-greats" in **Public Service** have gathered here tonight to honor their fellow professionals who have given performances throughout the year that are unmatched in **Private Industry**...

... those so-called "little people" who actually make our country work... sometimes, **not so well**... and sometimes even worse! Yes, folks, they are the people who may not be very good in their assigned jobs—

—but who, by their great **ACTING ABILITY**, manage to escape having their uselessness detected until they retire from office at **public expense**! And now... on with the show! The envelopes, please...



The Runner-Up in The "Internal Revenue Service" Category is Mr. Alan Wince for his performance before a Senate Hearing in "We're Only Human!"

Mr. Wince, as head of the I.R.S., please explain how your Department could overlook Mr. Nixon's failure to pay nearly \$500,000 in taxes, and Mr. Rockefeller's failure to pay over \$600,000 in taxes!

I'm glad you asked that, Senator! You see, my Department is **extremely understaffed**! My people are working four, maybe five days a week, three maybe four hours a day! It's just not humanly possible to check out everyone's tax return!

You mean that many tax returns go unchecked?!

Not many! We check out returns of **everyone** making under **\$15,000** a year! Those little guys can really cheat!

Isn't it true that you forgot to check Mr. Nixon's return because he appointed you to your job?!

Gosh... I can't remember **WHO** appointed me! But I'll be glad to look it up, right after I check out **YOUR** return, Sir!

Er... maybe you'd better forget the whole thing!



WRITER: STAN HART

ARTIST: GEORGE WOODBRIDGE

... and the Winner in The "Internal Revenue Service" Category is Mr. Melvin Slasher for his outstanding rendition of "I Am Your Friend!"

Now, don't you be nervous about this Tax Audit! Your Government wants you to claim every deduction, and we of the I.R.S. are here to help you!

Okay... let's see! Entertainment Expenses... Disallowed! Medical Expenses... Disallowed! Charity Contributions... Disallowed! You owe the Government—hmm—\$1000!!

\$1000!!? But... I thought you said you were going to help me!

I DID! Your Government's now \$1000 richer! And what's good for the U.S. of A. is good for you!

A brilliant performance!
It's just too bad that the poor guy had to pay that \$1000!

He could've saved \$500 by implementing The Auditor's Forgiveness Clause!

How does that work?
Simple! He merely deposits \$500 in my personal Swiss Bank Account, and I forgive and forget!



In The "Police" Category, the Runner-Up is Officer Victor Manure for his compelling "It's Up To You!"

How do you do, Ma'am? Your local Police Force is trying to raise money for its Retirement Fund, and we're going around, selling these raffles!

Oh, I'm afraid I'm a little short of cash...

That's perfectly all right! We don't want you to feel pressured in any way! It's just that you get one of these "Friends Of The Force" car decals with every book of raffles that you buy...

But I don't put decals on my car!

Well, Ma'am, you'd better have THIS one on if you're ever stopped by a Cop in this town!

Oh? Yes!! I'll take TWO... one for each car!

How about the kids' bikes?! You never know when one of 'em will go through a "Stop" sign!!



... and the Winner in The "Police" Category is Officer Roy "Guts" Gentry for his competent and detailed crime report in "Telling It Like It Is!"

Officer Gentry, can you tell our viewing audience just what happened?

Certainly! I attempted to apprehend the alleged suspect when the suspect attracted my attention while I was performing my function as the legal presiding peace officer of the prescribed area!

As I approached, the suspect immediately gave me adequate rationale to remove my service revolver from its holster and discharge several missiles in order to forestall additional and untoward danger to the tranquility of the community!

Congratulations for that competent and detailed delivery, Officer Gentry... but—er—could you tell us what happened in a little shorter version!

Sure! I plugged the ~~guy~~!★★ for talking back to me when I tried to stop him for Jay-Walking!!





In The "Congressman" Category, the Runner-Up is candidate Casper C. Bilge for his performance in "The Quickest Way To A Constituent's Heart!"

... why, some of my best friends are Italian! And their food ... Mother Mia! I'll tell you a secret—Veal Parmigiana is my absolute favorite dish!

Yesterday, in a JEWISH neighborhood, you claimed that Chopped Liver was your favorite dish! And last week, you said it was Irish Corned Beef And Cabbage!

And I stand on those statements!



I love them all the most! In fact, if I'm elected, my Victory Dinner will consist of Chopped Liver spread on Veal Parmigiana and served on a bed of Corned Beef and Cabbage! So NOW will you vote for me?

Nahh! Who needs somebody who's gonna die in office!!



... and the Winner is Congressman-elect Charles A. Bleadinhardt for his conscience-provoking, heart-rending "We're All In This Together!"

I'm saddened by the sight of unemployed men and women hanging around street corners!

I'm heartbroken when I see the filth and the decay that is destroying our great cities!

I am terrified and frightened by the violence and crime that runs rampant in our streets!

I don't want to see these things any longer! They make me SICK! That's why you must send me to Washington!!



Congratulations on your inspiring performance! But tell us, what are you going to do to eliminate all these problems?

Not a thing!

But you said that seeing those things makes you sick ...!

Right! That's why I wanted to be sent to Washington ... where I won't have to see them! Heh-heh!



In The "Doctor" Category, the First Runner-Up is Dr. Hans Oudtills for his calming performance in "Am I Concerned?"



The Second Runner-Up in The "Doctor" Category is Dr. Herb Jaffin for "Now Let's Be Grown Up!"

I TOLD you, Mr. Potz, I am NOT in the least concerned about your condition!

But, Doctor! You said I have a blood clot that could go right to my brain! If that doesn't make you concerned, what would?

If I had it!!



Stop looking so frightened! I'm just going to give you one little injection! You won't even feel it! So just relax! I'm going to do it in the fleshy part!

... in the fleshy part of WHAT???

Your eyeball!



... and the Winner is Dr. Abe Fistula for his brilliant "Have No Fear!"

You're working yourself into a nervous frenzy! Please, take it easy! Everything will be fine!

But, Doctor! I'm having Open Heart Surgery tomorrow!

So what! A piece of cake! The last patient that I performed Open Heart Surgery on was out of the Hospital in ONE DAY!



Fantastic, Dr. Fistula! Tell us, how could someone who has had Open Heart Surgery be out of the Hospital the next day?

Simple! The operation wasn't successful!



The Winner in The "Post Office Employee" Category is Evan Lobel for his charming, personable performance while carrying out "Service With A Smile!"

I wanted to bring you these letters in person! I was afraid they might get wet in the box!

But it isn't snowing!

Er—it might! I also wanted to say "Hello!" and thank you for using the U.S. Mail! It's nice doing business with nice people!



Congratulations, and I think it's wonderful the way you Postmen bring happiness and warmth into people's lives every day!

Yep... every day... during that crucial week before Christmas!



The Winner in The "Teacher" Category is Mrs. Ida Marcus for her stern, authoritarian performance during a Fire Drill in "To Talk Is To Die!"

Hey, Mrs. Marcus! I—

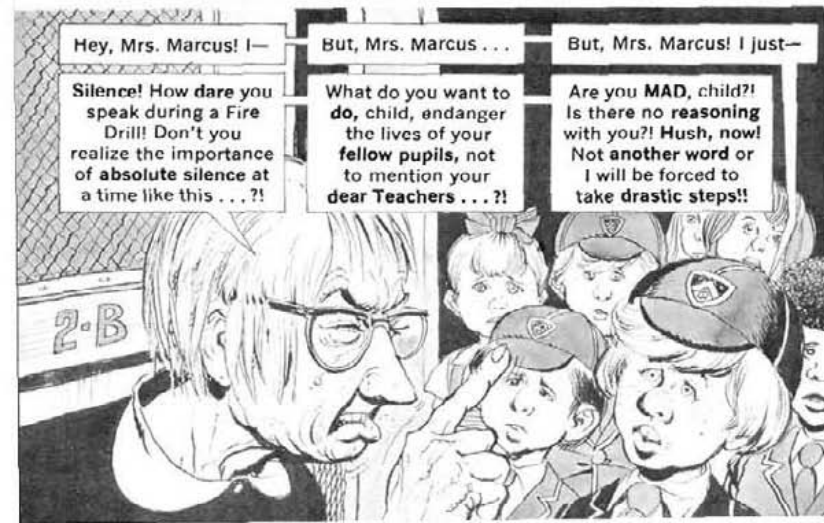
Silence! How dare you speak during a Fire Drill! Don't you realize the importance of absolute silence at a time like this...?!

But, Mrs. Marcus...

What do you want to do, child, endanger the lives of your fellow pupils, not to mention your dear Teachers...?!

But, Mrs. Marcus! I just—

Are you MAD, child?! Is there no reasoning with you?! Hush, now! Not another word or I will be forced to take drastic steps!!



Wow, Mrs. Marcus! You certainly shut that little chatterbox up, didn't you!

I wish I hadn't!

Oh? Why?

He was trying to tell me that my dress was on fire!



The Winner in The "Nurse" Category is R.N. Elsa Kotch for her tender, sensitive, emphatic rendition of "Listen, I've Only Got Two Hands!"

Demands, demands, demands!

That's all I hear all day long! "Get me this!"... "Get me that!" What do you think I am—a machine?!? Lord, can't a person have a single minute's rest?!

But I haven't rung before! I've been in a COMA for the past two weeks!

Stop making excuses and try to think of **someone** else besides **yourself** for once in your life! Now, you just lie there quietly till I can find the time to come back!



Congratulations! You certainly deserve this! Tell us, did that little old lady learn anything from your talk?

Oh, yes! She became **very cooperative!**

Really? What did she do?

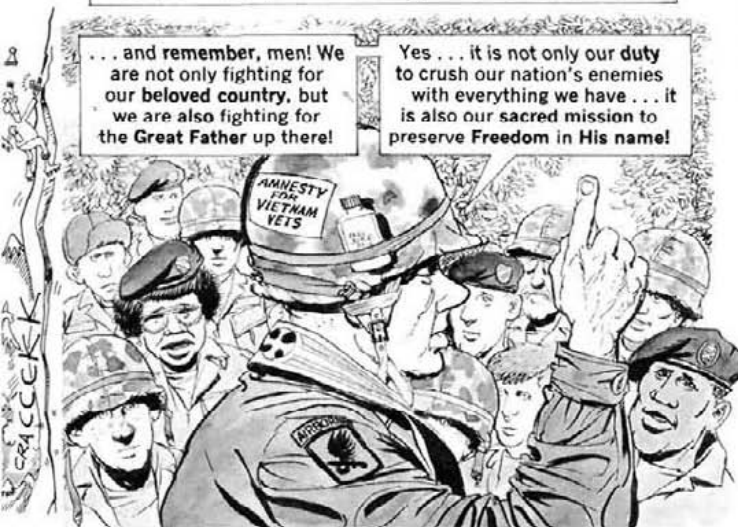
She went back into her coma for **another two weeks!**



In The "Military" Category, the Winner is Chaplain Harold Tracey for his eloquent and moving "We Are On God's Side!"

... and remember, men! We are not only fighting for our beloved country, but we are also fighting for the Great Father up there!

Yes... it is not only our duty to crush our nation's enemies with everything we have... it is also our sacred mission to preserve Freedom in His name!



That was a **very... inspiring speech** Chaplain Tracey!

Thanks and God Bless!

Er... just one thing, though! **How** can we be sure that God isn't on the **ENEMY's** side?

What? Now don't be ridiculous! Everyone knows that God is an American! He migrated here from Europe in 1776!!



In The "Transportation" Category, the Winner is Willie Forbush for his memorable "Change? Change? You Expect Me To Have Change?"

What's this?!? A **\$5.00 BILL**? Is that the smallest you have, Lady?

But the meter says **\$4.10**! Don't you have 90¢ in change?

You should have the **proper change** when you get into a cab! I don't carry no change aroun'! You think I want muggers to know I got money! **Hey!** That's it! You're a mugger an' you wanna know if'n I got any money, and then you'll hold me up! Well, I'm wise to you, Lady! Let's you an' me take a little drive to the **Police Station!**

Stop it! Stop it! You're driving me crazy!



What a **performance**, Willie! It was just **superb!** But tell me... is it **true** that you didn't have even 90¢ in change?

Sure I did! But if'n I gave it to her, she'd gi' me a **half a buck tip!** By driving her **nuts**, I kept the whole 90¢!

Wow! You're a real credit to the **Free Enterprise System!**





In The "Appointed Federal Officials" Category, our First Runner-Up is Mr. Charles Pew of Urban Renewal for his placating rendition of "Promises, Promises!"

This is not a fit place to live!

Thanks to The Urban Renewal Program, we are going to tear down this slum ... and in its place will rise an apartment complex we can all be proud of!



Second Runner-Up is recently appointed Ambassador Ruth Mestermisson for her "Friend From Overseas!"

As the representative of my great nation, I want to say how happy I am to be here in your great nation! And I want to guarantee to you all that our great nation will never interfere with the legitimate aims and goals of your great nation!

In America, we respect different political and ideological views! And so, even though your form of Government is not OUR form of Government, we still admire your people!



Gee, it's so nice to know that we'll soon have a really swell apartment to live in!

If you're lucky enough to find one! But ... aren't we going to live here?

Sure! If you can afford a \$600 a month condominium!



Ya zah gret mah bucci la!

And God bless you, my child!

That's terrible! The child said, "Yankee ass, go home!!" Won't that offend the new Ambassador?

How could it? No American Ambassador has ever bothered to learn ours ... or any OTHER foreign language!



... and the Winner is the Government of the U.S. for its performance in "Our Red Brothers!" Accepting will be Mr. Wilson Heap of "The Bureau Of Indian Affairs"...

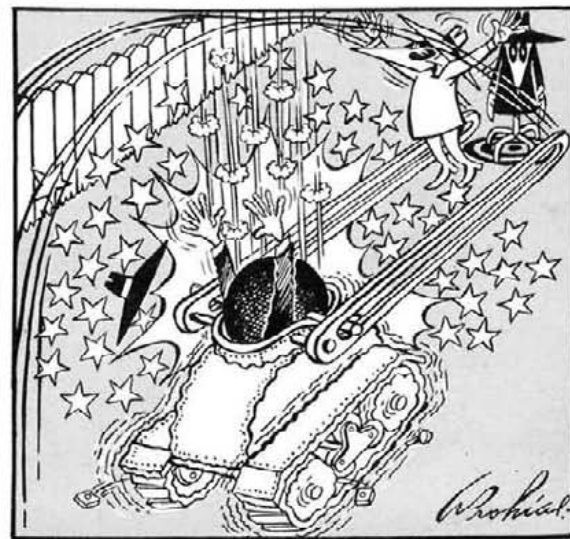
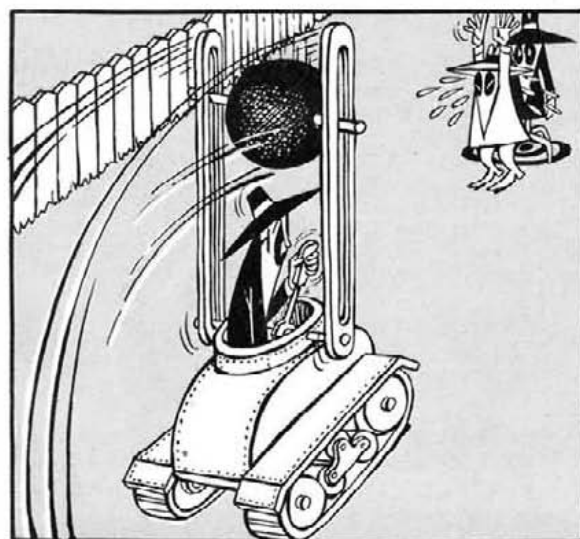
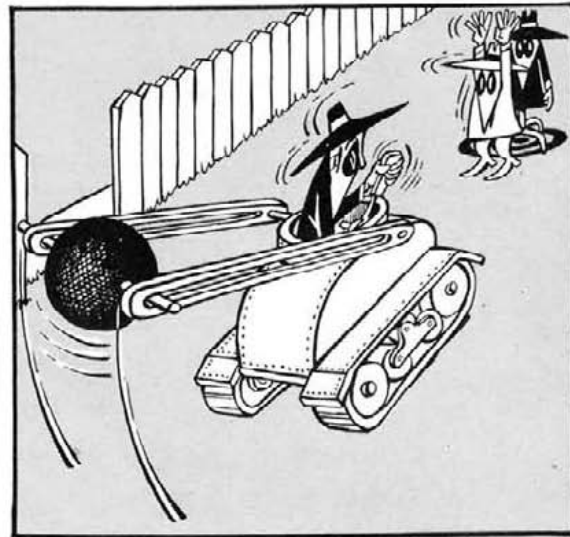
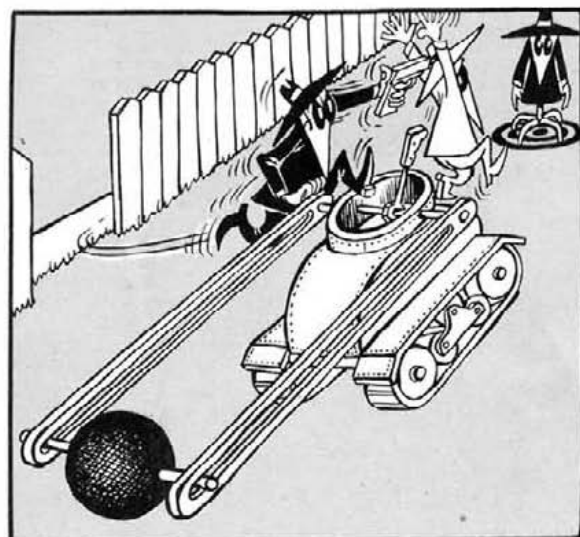
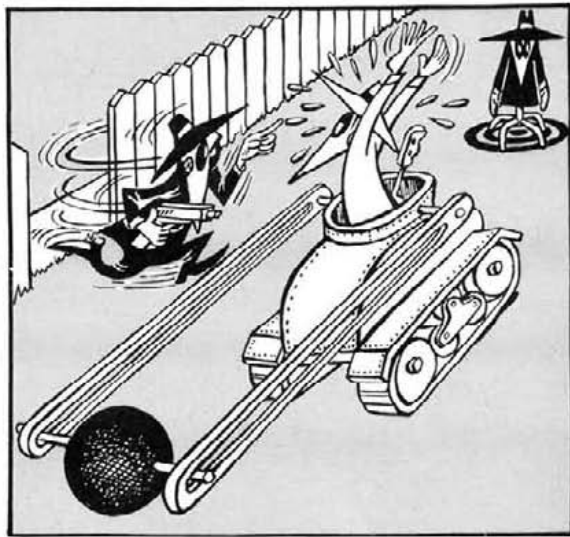
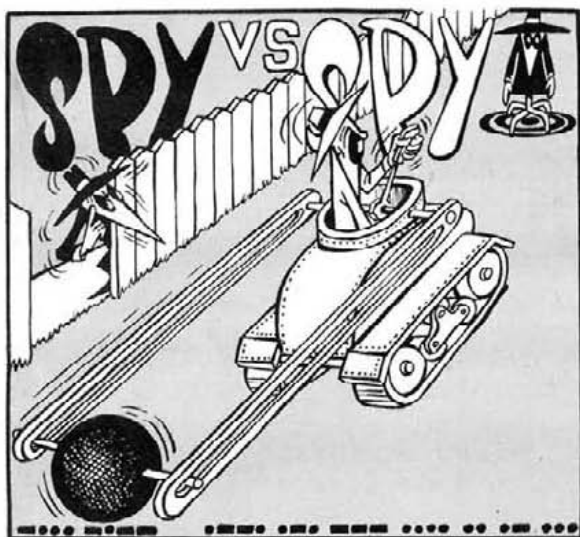
We of the Government are committed to seeing that the Indian gets all that's coming to him! We dedicate ourselves to preserving the age-old traditions that are so important to the Red Man!

Very touching indeed! It's nice to know that the U.S. Government is dedicated to preserving the Indian's age-old traditions of tribal identity, freedom and access to open spaces!

Nahh! I meant the WHITE MAN'S age-old traditions of keeping the Indian poverty-stricken, powerless and without any hope!

Well, that wraps up MAD's Academy Awards For Public Servants! And if it proves nothing else, it shows that we certainly have a National Theater like in England! The only difference is: Here, we call our Theater "Civil Service" and our actors "Public Servants"! Bye ...





FAMILY FARE WARNING DEPT.

Lately, many television shows have been dealing with "adult" themes. And so, to avoid criticism, the TV networks are now making announcements like these before such shows:

**DUE TO THE MATURE
NATURE OF THE
FOLLOWING PROGRAM,
PARENTAL GUIDANCE
OF YOUNG CHILDREN
IS ADVISED.**

Well, that's all very commendable. But due to the nature of some of the *other* shows on television, we at MAD feel that the networks should be making these

**DUE TO THE NATURE OF THE
EXCESSIVE GREED AND AVARICE
PORTRAYED IN THE FOLLOWING
PROGRAM, PARENTAL GUIDANCE
OF YOUNG CHILDREN IS ADVISED.**



**DUE TO SCENES DEPICTING
MAN'S INHUMANITY TO MAN
IN THE FOLLOWING PROGRAM,
GUIDANCE OF YOUNG CHILDREN,
OR SENSITIVE FAMILY MEMBERS
OF ANY AGE IS ADVISED.**



**DUE TO THE PESSIMISTIC,
GLOOMY AND DESPAIRING
NATURE OF THE FOLLOWING
PROGRAM, GUIDANCE OF
ANY FAMILY MEMBER EASILY
DEPRESSED IS ADVISED.**



OTHER **TV** GUIDANCE ANNOUNCEMENTS

WRITER: DICK DE BARTOLO

PHOTO BY U.P.I.

BECAUSE THE FOLLOWING PROGRAM SHOWS ADULTS TO BE THE IDIOTS THEY REALLY ARE, PARENTAL GUIDANCE OF YOUNG CHILDREN IS ADVISED.



BECAUSE THE FOLLOWING PROGRAM DEPICTS LIFE IN A WAY TOTALLY REMOVED FROM REALITY, GUIDANCE OF IMPRESSIONABLE CHILDREN, IDEALISTIC TEENAGERS AND SENTIMENTAL ADULTS IS ADVISED.



BECAUSE OF THE BANALITY OF THE FOLLOWING PROGRAM, GUIDANCE OF ANY FAMILY MEMBER WITH A SEMBLANCE OF INTELLIGENCE IS ADVISED.



BECAUSE OF THE BRUTAL
AND VIOLENT NATURE OF
THE FOLLOWING PROGRAM,
GUIDANCE OF YOUNGER
CHILDREN . . . AND OLDER
HOUSEWIVES IS ADVISED.



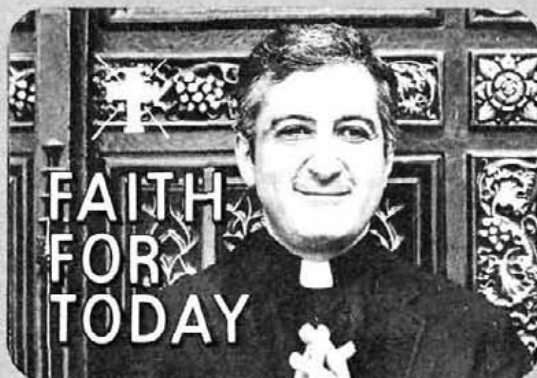
DUE TO THE PRURIENT NATURE
OF THE SEMI-FRONTAL NUDITY
PORTRAYED IN THE FOLLOWING
PROGRAM, GUIDANCE OF YOUNG
CHILDREN (AND DIRTY OLD
MEN) IS ADVISED.



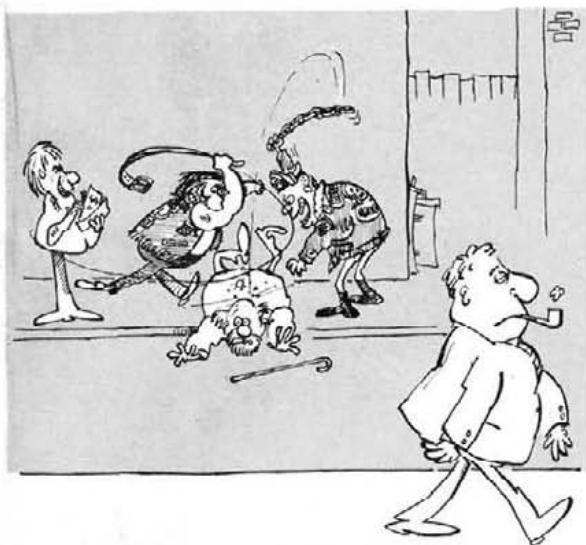
BECAUSE SENSITIVE FAMILY
MEMBERS MIGHT BE ADVERSELY
AFFECTED BY THE CONTENT OF
THE FOLLOWING COMMERCIAL,
GUIDANCE IS RECOMMENDED.



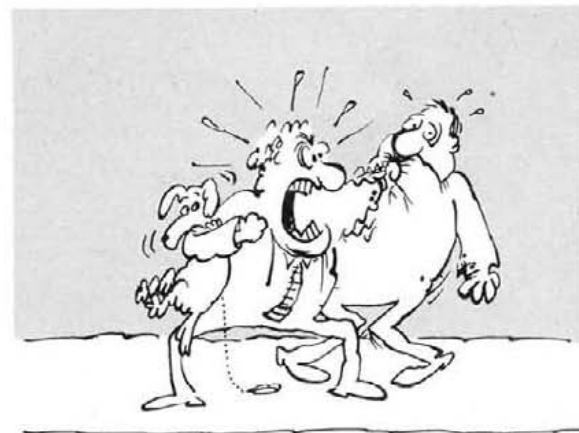
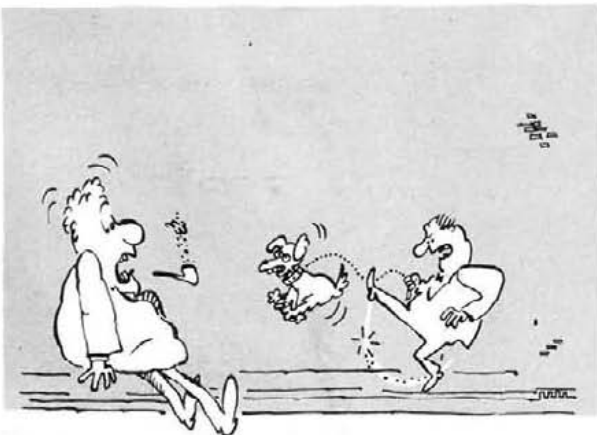
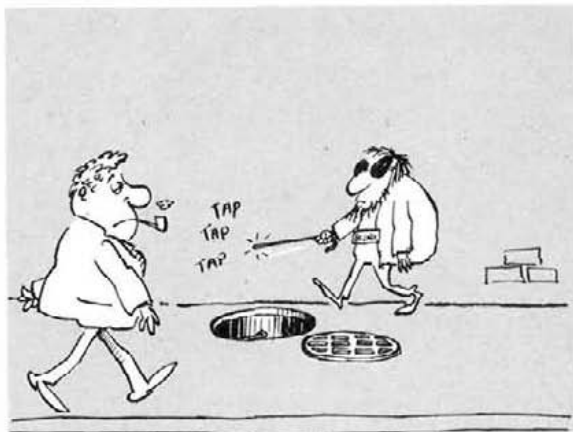
SINCE THE FOLLOWING PROGRAM
DOES NOT CONTAIN MATERIAL
OBJECTIONABLE TO ANYONE, WE
ARE ABSOLUTELY CERTAIN THAT
NO ONE IS EVEN LISTENING TO
THIS GUIDANCE ANNOUNCEMENT.



GETTING INVOLVED



ARTIST & WRITER: SERGIO ARAGONES



I got a date with one beautiful hunk of woman, so I gotta be at my best as one masculine hunk of man! Therefore, I'm applying a virile-smelling anti-perspirant and a stud-scented cologne...



Now, a macho-type breath-sweetener... and I'm ready for my Lady Fair!



Hi! Is Nancy ready?



Oh, wow! Don't you smell nice! Just a minute! I'll get her!

HEY, SIS! THERE'S SOME FRUIT HERE TO SEE YOU!



BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

GRO

What the heck are you doing?

Cutting the hair that's growing out of my nose!

THAT'S DISGUSTING!!

Okay... so I WON'T cut the hair that's growing out of my nose!!

THAT'S EVEN MORE DISGUSTING!!





OMING

ARTIST & WRITER: DAVE BERG



What is this?!
Every time I
see you, you're
wearing those
darn curlers!

You want
me to
look
pretty,
don't you?

Sure I
do! But
those
curlers
don't make
you look
pretty!

They do when I
take them off!
And I want to
look pretty when
we go out with
the McGillas
tonight!

For ME... your HUSBAND...
you look CRUDDY!! But for
a mere ACQUAINTANCE, you
want to look your BEST!!?

That's right...

I don't HAVE to look my
best for YOU any more!
I'm MARRIED to you!!



Look at that!!
I think girls that
go BRA-LESS are
disgusting!!

I
kinda
like
it!

But they jiggle and jangle
and all the fellas LOOK!!

Yeah!!

What they're saying
to the world is...

LOOK WHAT I GOT!!

So?!? Why
don't YOU
say the
same thing?

Because I AIN'T GOT!!



I gave you money
to buy a new pair
of dungarees! So
why are you wear-
ing those washed-
out old ones???

These
are
them!
I just
bought
them!

You WHAT?!
Did you go
to some
second-hand
shop???

Nope! The fanciest
and most expensive!
Dungarees come pre-
washed to give them
that lived-in look!

But I want you
to have that
well-groomed look!

Gee, why
didn't you
SAY so!

I would have had them
sew on some PATCHES!!





Hey! I didn't know you wore glasses!

Er... I don't—usually!

What do you mean, you don't usually!? Don't be so vain! You're wearing them... aren't you?

Well... yes! But I only wear them on special occasions!

What's the special occasion!?

When I'm trying to find my **CONTACT LENSES!!**



Is that **YOU**, Mr. Kaputnik?! There's something different about you! Some—I **KNOW!!** You've grown a beard!!

Yes... and I've become quite attached to it!

Gee... it makes you look so **DISTINGUISHED-LOOKING...** so **MAN-OF-THE-WORLDDISH...** so... so **INTELLECTUAL...**

...so... **OLD!!**

I'll shave it off tomorrow!



Remember back when a Barber was called a "Barber"!!

Sure I do! What do they call him now?

A "Hair Stylist"!!

Really? What does a Hair Stylist do?

Pretty much what a Barber used to do!

Then... what's the difference?

About **NINE DOLLARS!!**





Today, there is a growing interest in Psychic Phenomena. This includes such fascinating fields as Extra-Sensory Perception, Psychokinesis, Psychic Healing, Time Hypnosis, Plant Communication and other mind-blowing things. And so, it won't be long before some smart publisher gets the message and puts out a magazine to appeal to the people who dig this sort of thing. Something like—

MIND POWER

The Magazine Of Extra-Sensory Perception, Parapsychology,
Psychic Phenomenon, Psychokinesis And Other Spooky Stuff.

June 1976

75c

UNLESS YOU CAN
HYPNOTIZE THE
NEWSDEALER

**A BUDGET-MINDED
PSYCHIC CONFESSES:**
"I Never Use My Phone Any
More! Now, I Use Telepathy
To Make My Obscene Calls!"

**A MAN SENT BACK IN TIME
VIA HYPNOSIS REPORTS:**
"In A Previous Life, I Was
The Polish Scientist Who
Invented The Square Wheel!"

**A MIND READING
SEER DISCLOSES:**
"I Have The Power To Read
Your Innermost Thoughts
... And You Should Be
Ashamed Of Yourself!"

**AN E.S.P. DAREDEVIL'S
THRILLING ACCOMPLISHMENT:**
"I Drove 2 Miles Blindfolded:
1 Block In My Car ... And Then
39 Blocks In An Ambulance!"

**A POLITICAL PROPHET
REVIEWS HIS TRIUMPHS:**
"In The 1972 Presidential
Election, I Predicted Who
Would Be The Loser ...
The American Public!"

**A SPINSTER PSYCHIC
RELUCTANTLY ADMITS:**
"I Have Lived Before, And
It Was Just As Dull Then!"

A DISAPPOINTED AGRONOMIST CLAIMS:
"I Actually Speak To My Plants, But All
They Want To Talk About Is The Weather!"



PSYCHIC PHENOMENONSENSE

Goings-On...In And Out Of This World

by Omar Pinsky

DIDJA HEAR ABOUT skeptic Harold Gast? He's been toiling night and day on his forthcoming book which will disprove the existence of an Afterlife. Harold is calling his book "There Certainly Is No Life After Death!" and he's been working 20 hours a day on it with no time for anything else. Well, now Harold's wife is also writing a book, and she's calling hers "There Certainly Is No Life After Marriage!"

BOO, HISS DEPT. Shame on Mind-Reader Rudolph Sigmathy! During his performance at the Bijou Theater last week, he asked people in the audience to send various personal objects to the stage, and claimed that he would identify the owners by simply feeling the objects. When his Assistant handed him the collection of watches, wallets, coins, bills and jewelry, and asked the great Mind-Reader to whom they belonged, Rudolph shouted, "To ME!" and ran from the theater into a waiting car. (That wasn't nice, Rudy! I hope your aura gets blown away in a stiff wind!)

OVERSEAS HAPPENINGS: While slashing through a field of sugar cane with his machete, Sergio Macho heard what he thought was a cry of pain. And since Sergio never believed that plants had feelings, he was startled. As he looked down, he was shocked to discover where the cries were coming from. They were coming from Sergio, who had accidentally slashed his own leg with his machete. (Now you know how plants feel, eh, Sergi?)



"I STILL DON'T BELIEVE in Voodoo!" maintains die-hard explorer Timberwolf Bane, who recently granted Yours Truly an exclusive interview from the matchbox in which he now lives. (Keep talking, Tiny Tim! Heh-heh!)

SEEN AT A SEANCE DEPT. Last week, Medium Gretta Grepps conjured up the spirit of Benedict Arnold. Seems ol' Benedict was mighty teed off after hearing about President Nixon's pardon. "How about me?" he demanded. "What am I, a piece of doo-doo?" (We won't answer that, Benny!)

PITY POOR Ed Stone, the farmer from East Crevice, Iowa, who wanted a better corn crop, so he wired up his fields and played Lawrence Welk music all day long. Seems the crop thrived, but unfortunately his neighbors heard the music all day long, too. They burned down Ed's farm! . . . Quick! Think of a card! The Ten of Spades . . . Right!? (Who says ESP doesn't work?!)

DR. SANDFORD PIZER sent along this photo to us showing his wife standing at Stonehenge, one of the great mysteries of all time. Sandford writes, "Someday we will learn the answers to the five questions about Stonehenge: WHERE did the stones come from? WHAT do they mean? HOW did they get there? WHEN did they come? And WHO brought them?" I'm sure we will, Sandy, but will we ever learn the answer to an even more important question: WHY does your wife wear such tacky clothes . . . Fast, now! Pick a number from one to ten! Six . . . right!? (That's two for two!)



SEND SYMPATHY CARDS to the family of Billy Grovel. Billy predicted that the sky would fall, and the world would come to an end last month. Well, it did . . . for him! Billy was crushed by a truck as he crossed the street while looking up to see if the sky was falling yet.

BACK TO EARTH DEPT. Dick Mather had a premonition that the ill-fated Flight 365, which later did go down, would crash. He was so sure of his vision that he pleaded and pleaded with his skeptical wife. But no matter how hard Dick begged her, he couldn't convince her to take the Flight.

HATS OFF DEPT. Professor Daryl Ennu, the noted NYU economics expert, set a new Inter-Scholastic ESP Record last month when he put 243 students into a deep trance in less than thirty minutes. Daryl's lecture on Gresham's Law is a sure fire winner!

HEARTWARMING NOTES DEPT. Dave Fink, who was stolen by a roving band of Bank Examiners when he was an infant, went to a Psychic who told him where he could find his Mother. Dave followed up and met his Mom after a 45-year separation. At first, Dave wasn't sure it was really his Mother, but he was convinced when she greeted him by saying, "In 45 years, you could have called me at least once!"

LENNY ABERNATHY CLAIMS that no one at home understands him and his preoccupation with Psychic Phenomenon, so Len wants to use this column to contact a man with similar interests . . . or if not that, then a woman who is lonely! . . . Now, quick, pick a month! December . . . right!? (No? Sorry, guy! Well, two out of three ain't bad!)

REINCARNATION DEPT. Pity poor Harvey Reed, the songwriter, who was Johann Strauss in a previous life. Seems that last week, Harv composed "The Blue Danube" for the 78th time. But don't get me wrong! I love Psychic Phenomenonsense!

How E.S.P. Changed My Marriage... and My Life!

by Oliver Sholem

I must admit straight off that I may not be the smartest guy in the world. I never had much of an education. But still, I was never dumb enough to fall for such Fairy Tale stuff as Psychic Phenomenon, Reincarnation, Extra-Sensory Perception or Brotherhood Week. But, just my luck, my dingbat wife did believe in junk like that. I ask you, who needs to be married to a yo-yo?

"Why not at least try to understand?" she kept bugging me in that superior way of hers, throwing my Junior High School education in my face. But every time she mentioned the subject, I would get hysterical. It was almost as funny as the time she got her coat caught in the car door, and I dragged her nearly a hundred feet down the gravel driveway. She can be some jerk, at times.

Anyway, day and night she would hound me. She started bringing home books... I burned them. She would turn on any TV program that had anything to do with psychic crap... I smashed the set. Once she even invited a couple over to discuss the stuff with us... I punched the girl and kneed the guy in the groin. He folded like a house of cards. ESP faggot!

"You're resisting," she'd tell me as I set her wig on fire.

Then one day, she showed me an ad in one of her crackpot magazines. It seemed that they wanted subjects for some ESP experiments, and they were willing to pay money to people who would volunteer. Well, I figured, if some goofball wants to throw away good money, why not let the jerk throw it at me? Huh? Sure! So when my wife suggested that we volunteer (after first putting on her catcher's mask), you could have knocked her over with a feather when I said, "What the Hell?!" She was so amazed, her mouth dropped open, which always annoys me since her teeth need a lot of work.

The next day, we went to the lab. They asked my wife if she believed that two people who have been married for twenty years like us could read each other's minds. She said she thought so, if we really concentrated. When they asked me the same question, I picked my nose to show my contempt.

Well, the experiment started. They put my wife into another room, and I was given a deck of special



cards. They told me to concentrate on one of the cards, and not to think of anything else. So I took the one with the three stars in a row, and I concentrated and concentrated. It got a little warm in the room, so I pressed the buzzer for someone to get me a glass of water. (I knew those eggheads wouldn't even know what a glass of beer looked like!) And when the lab assistant came in, I almost fell off my chair. I mean, she was a beauty! Some great-looking chick! What a built!

When she left, who could concentrate on cards? Like, all I could think of was her, and the little tricks and treats I could play on her body. And then, suddenly I heard a scuffling in the next room, and my wife busts in, waving this chair over her head and mad as a wet hen.

"You never think of doing those things to me, you louse!", she's screaming, and smashes the chair over my noggin.

Man, I was stunned! I was dumbstruck! I mean, that ESP had really worked! She had read my mind! Right then and there, I became a convert, a believer. I had an open mind (and also an open scalp, requiring sixty stitches to close up).

About my wife, I saw her only once more, when we were in Court and she got custody of my bowling shirts. And now, here's the really fascinating part

(Continued on page 69)

MIND POWER INTERVIEWS:

Mr. CASEY EDGARS, World Famous Psychic Healer

MP: Hello, Mr. Edgars. I'm...

EDGARS: Say no more. I can see you're suffering from severe back trouble. You've had it for years, and you've been to the biggest doctors without any relief. Well, your worries are over, young man. I can cure you.

MP: I'm afraid you don't understand, sir. My back feels fine.

EDGARS: See? And I didn't even lay a hand on you. That'll be \$600, please.

MP: Wait a minute! I'm not a patient! I'm the Editor of *Mind Power Magazine*, and I'm here to interview you.

EDGARS: Oh? Well, then, have a seat. You can sit comfortably, now that I've cured your back.

MP: May we begin? First, just how do you cure sick people.

EDGARS: That depends on exactly how sick they are.

MP: Well, let's say a person who was very sick came to see you. What would you do?

EDGARS: I'd pretend I was the Telephone Company Repair Man. Listen, pal... very sick people can die on you. That can screw up a guy's perfect record.

MP: Well, let's say it's someone who isn't really very sick...

EDGARS: Okay, first I look at them. But I don't see them.

MP: Oh, your eyes are giving you trouble.

EDGARS: Any more jokes, and this interview is over, sonny. I don't see them because I don't look at the person, I look at his aura. I can see where his aura is warped, or discolored, or agitated, or just plain teed off. That's where the trouble spot is. Like right now, I'm looking at your right upper wisdom tooth, and I can see it's giving you trouble.

MP: No, it isn't. It was removed ten years ago.

EDGARS: Right. And your aura misses it terribly. Well... go on, if it isn't too hard to talk with that pain-

ful tooth.

MP: After determining where the problem area is, what do you do next?

EDGARS: See these hands? They look like ordinary hands, don't they?

MP: Well, maybe not as clean... but close enough...

EDGARS: These hands, these fingers have miraculous properties. With these hands, I can cure the sick, heal the lame, restore the blind and count to ten.

MP: You mean you place your hands on the affected area of the patient?

EDGARS: No, dummy, I Cha-Cha with them. What do you think? Of course I place my hands on them. And then I call out, "Heal... heal... heal..."

MP: And then what happens?

EDGARS: Usually, my dog runs in and sits at my feet. But sometimes, the psychic energy that I control passes through my hands to the patient and he's cured.

MP: That's amazing.

EDGARS: If you think that's something, I've got a few cards tricks that'll blow your mind. Here... pick a card...

MP: Maybe later.

EDGARS: I don't know about that. Judging by your aura, you don't have all the time left in the world, you know. How's the back...?

MP: Fine. Tell me, what made you decide to become a Psychic Healer?

EDGARS: It happened when I was a Freshman in Medical School. I suddenly decided that orthodox medicine was not for me.

MP: You received some sort of... message?

EDGARS: Yeah, from the Dean, saying I was failing every course.

MP: Well, Mr. Edgars, I'm about out of tape. I want to thank you for your time, and I'd like to say that more people should talk to you.

EDGARS: Oh? Like who?

MP: Like the Police Department Bunko Squad.

PICTURES 0

NEWS PHOTOS



This is Dr. Arthur Yuld, his wife, Nana and their Caribbean guide, Lance Reeves, who recently spent a week investigating the mysterious Bermuda Triangle...the area where many ships and planes have vanished without a trace. When asked if he thought there really was a Bermuda Triangle, Dr. Yuld said, "I'm positive there's a triangle! The last night, I caught my wife in bed with our guide!"



As we promised last issue, here's that photo of the man who talks to a "ghost" every day. It's Ron Ziegler, leaving Richard Nixon's study at San Clemente.



"There is a lot more out there in our strange and mysterious world than is seen by the average person with limited sight. Like, dig that little number in the apartment across the courtyard!"



"I'm glad I gave up orthodox medicine to become a Healer, because with the laying on of hands, I get a chance to do what I could not do if I were an ordinary doctor...mainly feel women!"

F PEOPLE ON THE PSYCHIC PSCENE

FROM AROUND THE WORLD...AND OTHER PLACES



When Mrs. Yetta Gelt, seen here watching her son, Uri, using his concentrated mind power to move a salt shaker, was asked if she was proud of him, she replied, "I'd be a lot prouder if he concentrated his mind power on moving his butt out of the house and getting himself a job making an honest living!"



Here is amazing alchemist Ferd Gould, who has made a fortune changing base metals into gold and silver. That's nothing," says Gould. "My wife is even more amazing! She changes good money into cheap jewelry!"



To make sure that psychic Andre Bologne would not be affected by any outside influences during a recent test of his amazing powers, scientists placed him in a sealed lead container. The precautions worked perfectly. Andre was not affected by any outside influences...and the scientists were not affected by any of Andre's screams for air before he finally suffocated.



These are the two Soviet Cosmonauts who sent mental messages back to Earth. Intercepted by an American Sensitive, the messages all had two specific themes: One, a longing for a real toilet—and the other, a strong desire to land anywhere but the Soviet Union.



Guru Knishnosh, who sits on a bleak snowy 11,000 ft. mountain peak, is a master of contemplation. When asked just what he contemplates, The Great One said, "Most of all, I contemplate how very wonderful it would be to have a warm overcoat!"



To prove that thoughts can be captured on photographic plates, Rev. Hubert Traif had members of his Church Council concentrate on something pleasurable. He was, indeed, able to pick up their thoughts on the plates, and the resulting photographs are now on sale at "The Hanky-Panky Adult Book Store" in Lodi, New Jersey.

AN AFFAIR TO DISMEMBER DEPT.

When two people get married, there's usually a "Wedding" . . . consisting of an expensive and elaborately catered affair to celebrate the occasion. Why?? No one knows if the couple are right for each other, or if they're going to be happy, or if the marriage is even going to last. And according to statistics, more and more marriages these days are ending in Divorce. Now, a Divorce . . . well, that's different! Everyone knows the couple weren't right for each other, and that they're both going to be happier apart. And *that's* a reason to really celebrate! Yessiree, by ignoring Divorces, we're all missing wonderful opportunities to add more expensive and elaborately catered affairs to our Social Calendars. And so, to show you what we mean, MAD herewith invites you to what could be the first of many expensive and elaborately catered . . .

UNW

INVITATIONS FROM THE PARENTS OF THE SOON-TO-BE EX-BRIDE

*Mr. and Mrs. Howard Lawrence Smedling
request the pleasure of your company
at the Divorce of their Daughter,
the Beautiful, Intelligent and Sweet,
Susan Smedling Blakely
from that foul-mouthed, irresponsible,
sadistic, no damn-good meglomaniac,
Roland Howard Blakely
on Sunday, the twenty-second of June
at half after eleven o'clock
Tavern-On-The-Turf
Central Park West at Sixty-Eighth Street
New York City
Reception To Follow*

RSVP

INVITATIONS FROM THE PARENTS OF THE SOON-TO-BE EX-GROOM

*Mr. and Mrs. Noland Harvey Blakely
request the pleasure of your company
at the Divorce of their Son,
Roland Howard Blakely
from, you should pardon the expression,
Susan Smedling Blakely,
who we will not lower ourselves
to describe at this time,
on Sunday, the twenty-second of June
at half after eleven o'clock
Tavern-On-The-Turf
Central Park West at Sixty-Eighth Street
New York City
Reception To Follow*

RSVP

DURING THE UNWEDDING CEREMONY, THE WIFE'S FAMILY AND FRIENDS SIT ON THE RIGHT... THE HUSBAND'S ON THE LEFT

Look how her Old Man is crying! Remember how happy he was when he walked down the aisle and gave her away . . . ?

Yeah! Now, he's miserable because he has to walk down the aisle and take her back!

I wonder if she'll go back to using her Maiden Name?

She doesn't HAVE to! I understand her Husband is changing his!

That's the Best Man with the Husband! HE made all this possible! They were once Roommates!

You mean he roomed with the Husband in College?

No . . . he roomed with the WIFE—in Buffalo!



WEDDINGS OF THE FUTURE

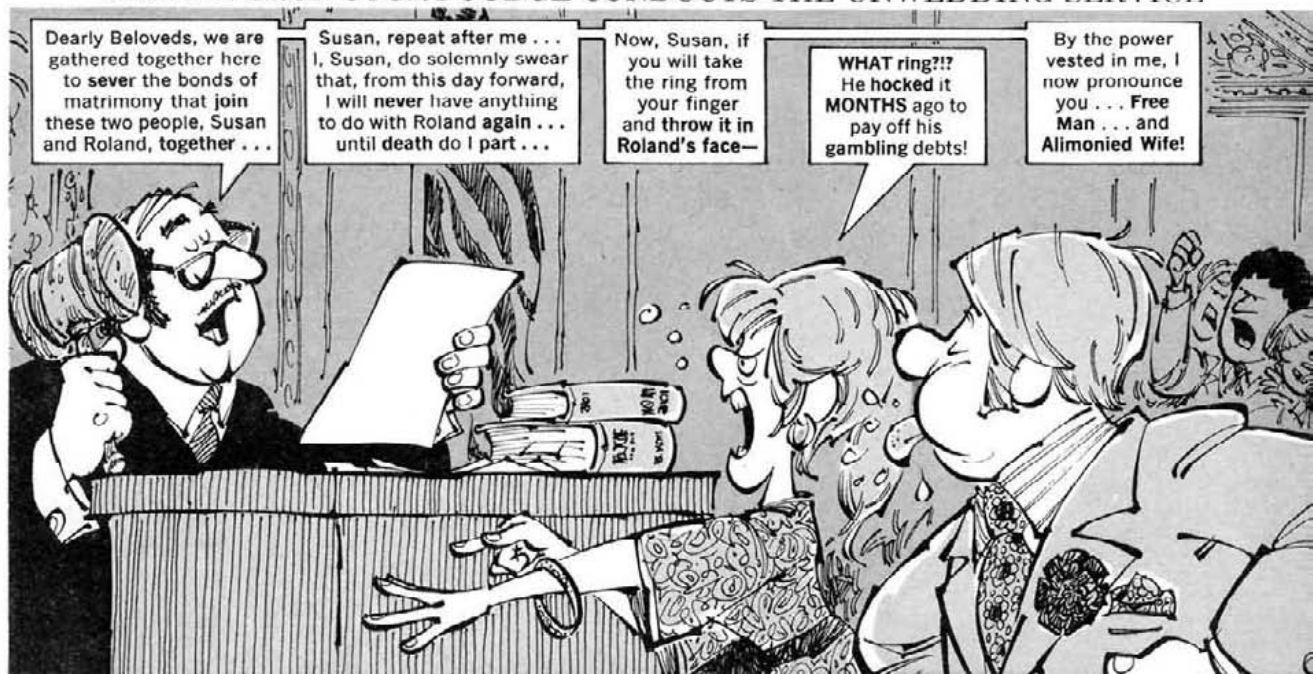
ARTIST: PAUL COKER, JR.

WRITER: EARLE DOUD

THE COUPLE'S UNWEDDING WARDROBES ARE CAREFULLY CHOSEN



THE DIVORCE COURT JUDGE CONDUCTS THE UNWEDDING SERVICE



AFTER THE CEREMONY, THERE ARE TWO SEPARATE RECEPTION LINES



THE DIVORCE BOUQUET IS TOSSED TO THE STILL-MARRIED WOMEN



THE HUSBAND SELECTS THE FOOD TO BE SERVED AT THE RECEPTION



ALL OF THE COUPLE'S ORIGINAL WEDDING GIFTS ARE RETURNED



WITH THE DIVORCE FINAL, BOTH PARTIES GO THEIR SEPARATE WAYS



TAKE IT WITH A GR

ARTIST: JACK DAVIS



...the head of a Teachers Union says they're striking for higher wages so the kids will get a better education.



... a businessman says yes, he gave a politician a half million bucks, but he never expected anything in return.



... the President pardons the man who appointed him to the job, and then claims that there was no deal.



... the Coach of a basketball factory who has just lost his star player to a million dollar Pro contract says he feels the kid is making a mistake by not completing his education.



... the Mayor of a large city takes a brief walk accompanied by half the Police Force and dozens of reporters, and says, "The city is perfectly safe!"



... a lumber company's ads proclaim they are doing great things for our forests.



... anybody assures you that "the check is in the mail."



... a TV Network proudly announces that this will be their finest season ever.

AIN OF SALT WHEN...

WRITER: LOU SILVERSTONE



... the owner of a team that has dropped ten straight games gives his Coach a vote of confidence.



... a Union Leader, whose members get \$15.00 an hour, blames the Government for inflation and rising unemployment.



... a veteran quarterback who's pulling down \$125,000 a year says he's unhappy because he hasn't seen enough action.



... the commercials for a mediocre movie saturate your TV screen, claiming that millions of people saw and loved the film no matter what the critics said about it.



... a former Government Official, famous for paying attention to the smallest detail, when questioned about a huge graft payoff, says, "I can't recall!"



... a badly beaten fighter claims he got a fast count from the Referee.



... the President assures us that we can beat inflation by wearing a "win" button.



... a magazine charges 50¢—and then claims it's "cheap."

ONE AFTERNOON DOWN HOME



Most TV detectives have some kind of gimmick...and this latest TV detective's "thing" is wild, far-out disguises. In fact, the most unbelievable disguise he's ever used was when he passed himself off as an "actor" and accepted an Emmy for

BARFETTA

Barfetta ... even though your lease says "NO ANIMALS," I never complained when you got that bird!

Like ... what's to complain? Old Ferd here is a genuine Cockydoody bird, ain'cha, Ferd?!

That's Cockatoo, you dumb cluck!!

Okay! HE can stay! But the rest of those birds have to go!

Hold it, Mrs. Landlady! You're talkin' about my FRIENDS! Dis is all part of Toady Barfetta's personal rehabilitation program t' get d' criminal elements off d' streets, an' make our city SAFE!

Yeah—but did you have to get them all off the streets and into my house?

Efrem Zimballist, Jr., or Jack Webb would've thrown all these creeps into the slammer! It's disgusting! They just don't make Cops the way they used to!

You're telling ME?? Imagine a Cop that's shorter than Mickey Rooney?!



ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE

Hey, man ... what happened to you?

I—I did like you said! I told them Mafia gorillas I wouldn't pay protection money!

Yeah, well you did the right thing! We'd put the Mob out of business if the other merchants around here would listen to me!

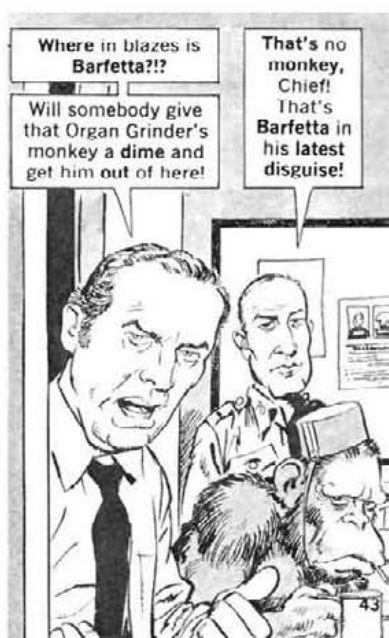
They DID listen to you, and now WE'RE the ones who are out of business ... not the MOB!!

Yeah, but they gotta be hurtin'! Wit' all of you dudes bankrupt, their main source of protection money revenue is all dried up!

Where in blazes is Barfetta?!

Will somebody give that Organ Grinder's monkey a dime and get him out of here!

That's no monkey, Chief! That's Barfetta in his latest disguise!



Barfetta, take off that ridiculous disguise! This is Mr. Webfoot, the Principal of the Richard M. Nixon High School! He needs our help!

I'm afraid we're having some serious problems with our students! They have been stealing copies of exams . . . lying . . . cheating . . . blackmailing teachers . . . and they even rigged a school election!

Hey . . . didja ever think about maybe it might be a good idea to change the NAME of your High School???

I know!! You want me to go undercover as a STUDENT!! How's dis . . . ?

Hubba-hubba! Fan-tas-tic! Solid, Jackson! Groovy, Gate—let's celebrate!

High School students don't dress or talk like that anymore!

They never DID, except on TV!



How about posing as a Janitor, Barfetta? You could wear your everyday street clothes!

I'm afraid that's impossible! The Janitors have a strong Union! They won't let just ANYBODY push a broom! Perhaps you could go undercover as a TEACHER!

Right on, dere, my man! I never been into teachin' before! Dat should be a far-out trip for de kids, gettin' together wit' Professor Barfetta, LLB an' EDO! Dat stands for "Latin Lover Boy" an' "Early Drop-Out"!!

On second thought, Lieutenant, let's forget the whole thing! I'd rather have my students lying, cheating and stealing exams than ending up talking like him!

It's a rock with a note tied to it!

Maybe it's a letter from one of my fans!

You kidding?! The only one who gets fan mail on this show is that bird of yours!



It's from d' Mafia! How can you tell?

It's written on a pizza! Listen t' dis: "Barfetta, we got your bird, so keep your nose outta our business!"

I'm gonna get my bird back even if I gotta blow the Mafia outta de water t' do it!

But Ferd ain't no PERSON! He's a BIRD!!

No way, Chief! Dat's MY BIRD dem crumbs is messin' wit'!

Barfetta, you're too emotionally involved! I'm turning this over to "Missing Persons"!!

Then let the ASPCA handle it!

Barfetta, why is it that, every week, you argue with me about which case you get to work on?

Well, Chief . . . dere's a simple explanation for dat! By me bein' anti-authority, it lets de kids identify wit' me, even though I'm a PIG!!





Oh-oh! He's makin' a phone call!
Dis calls for me t' get into my
Telephone Lineman's suit, an'
do me a bit of eavesdropping . . .



Hey, Mac!
What are
you doing
up there?

I'm repairin' dis
telephone line!
But that's not—



Bug off,
will yuh,
fella?!
I'm busy!

I TRIED to tell you, smart guy!
That's no telephone line! That's
a high tension electric power line!



Salaam,
Officers!

How did
you guess
it was
me?

That's
"Shalom,"
Barfetta!

The owner of the restaurant
called us! He got suspicious
when you ordered bacon and
eggs! Barfetta, get this . . .
Rabbis do not EAT bacon!!

Not even on
a BUGLE!?

That's
"BAGEL,"
dummy!



Okay, what have you got so far?

Well, I got forty bucks from de
Massage Parlor . . . an' on dis
gig, I got t'ree hunnert bucks
in pledges for Israeli Bonds!

Idiot! I mean on the
BIRDNAPPING! Listen,
Barfetta! You've got
exactly 24 hours . . .
and then I'm pulling
you off this case!



Dat's all de time
I need! I got a
plan dat's gonna
pull de plug on
dese Mafia creeps!

What's your plan?

I'm gonna do a stint in de pet store, an'
when them dudes what snatched Ferd come
in for some bird food, I'm gonna punch a
hole in de bag an' follow de birdseed
trail to their hideout! Howzat grab yuh?

I'm sorry I asked!



I need some
bird food!

Yessir! Is it for
a black bird . . .
or a white bird?

Man, don't tell me **PET STORES** discriminate,
TOO! If you must know, it's for a white bird!
But he squawks real cool jive talk . . .
like a **BLACK CAT!!**

Oh-oh! I think I scored!



Da trail leads right into dat house wit' da big iron gate in front! I'll jus' crash through an' get ol' Ferd outta there!



I better use an alternate method for gainin' entrance t' dat place!

I GOT IT! Dere's only one sure-fire way to get into a Mob Chief's pad! A FUNERAL!! But first, I'm gonna need me a corpus delectable!



Charlie, de boss tol' me to give you dis contract, an' he says you should make the hit right away!

Don't I always?! Hey!! I can't carry out this contract! It's on ME!!

Man, you're forgettin' your "Hit Man's Oath"!

Oh... yeah! I remember... "A Hit Man is trustworthy, loyal, and OBEDIENT..."



... and also STUPID!!

Good afternoon, my good man! I have taken the liberty of delivering dese lovely flowers for de funeral!

Huh? What funeral?! We ain't got no funeral here today!

Oh, but you are wrong! The deceased is the late Hit Man, Little Charlie Scungilli! I was passing the Beauty Parlor—I mean—the Barber Shop—when he met his untimely end! Therefore, I have also taken the liberty of delivering his body to the only family he has, the Don Giovanni Mafia Crime Family!



Don Giovanni! Allow me to introduce myself! I am Detective Toady Barfetta! And you're under arrest!

You can't arrest me! My taxes are all paid up!





**HOW HAVE
SOME PESKY
CRITTERS
GOTTEN OUT
OF CONTROL
LATELY?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Americans have continually battled all kinds of pests. But one particularly ugly strain, whose activities up to now were always believed to be limited to overseas areas, have recently been discovered plaguing us right here at home. To learn the identity of these pests and find out how they've gotten out of control, fold in page.



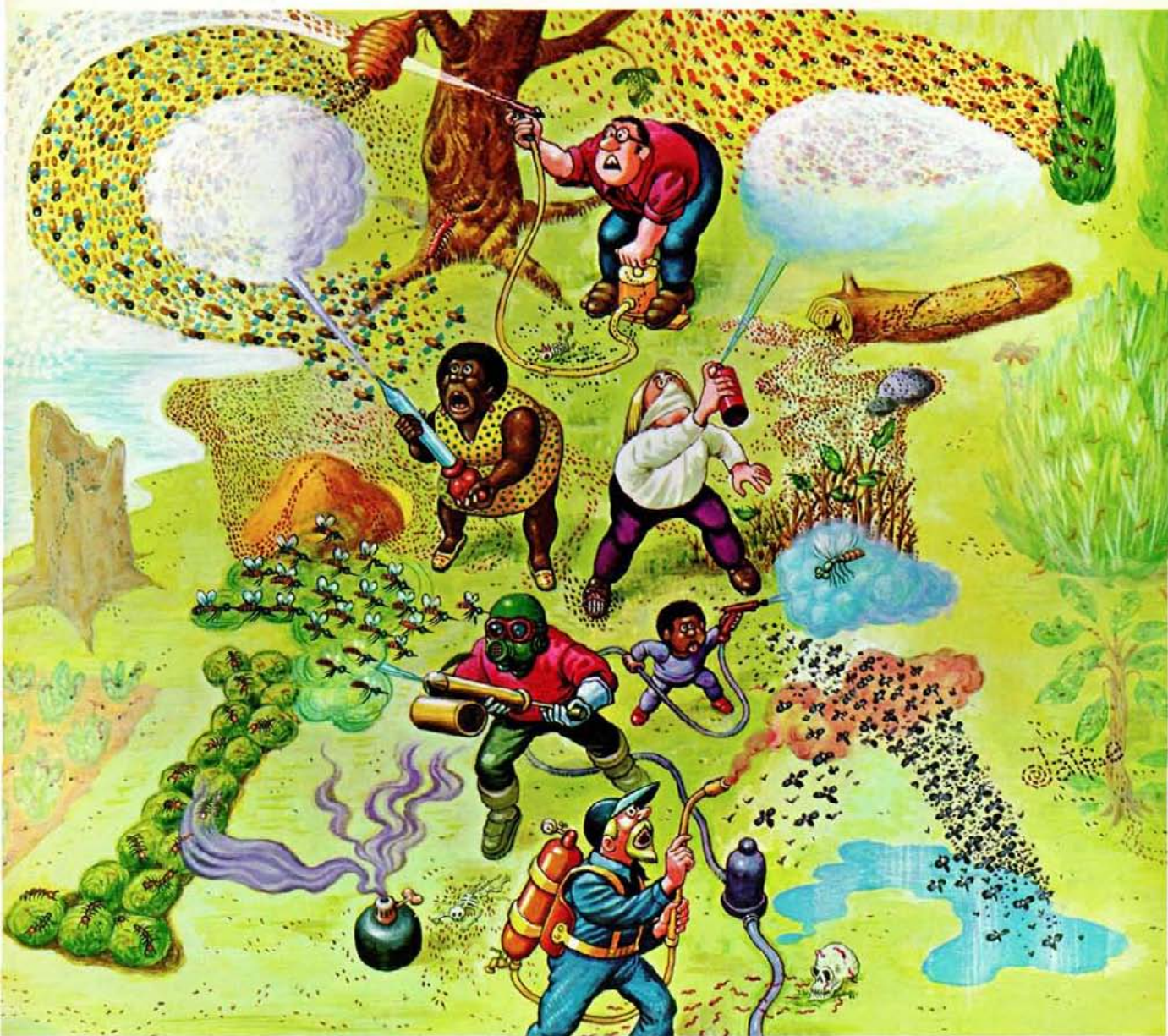
FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



**BY BUSILY SPRAYING, DUSTING AND CHEMICALLY FOGGING
LARGE AREAS, PEOPLE IN U. S. SUBURBS AND U. S.
CITIES ARE KILLING OFF PESKY PESTS BY THE DOZENS**

ARTIST & WRITER:
AL JAFFEE

A

B



If it wasn't for Winsom, I wouldn't smoke.

I also wouldn't cough. And my breath wouldn't
smell. And my fingers wouldn't be stained yellow.
And my hair and my clothes wouldn't stink from
stale smoke. And my taste buds wouldn't be deadened.
And my nose wouldn't run and my eyes wouldn't tear and—

The Surgeon General Is Amazed That Cancer,
Emphysema, High Blood Pressure and Heart
Disease Weren't Even Mentioned In This Ad